Rep Order# 6848655 **Ver#** 1 **Mod**# 0 Status Confirmed Traffic Order# 106121 **Printed:** 08/30/2012 2:49 PM 1 of 5 **EC'd** Yes

Last Received:

08/30/2012 11:37 AM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station) .BERKLEY FOR SENATE Advertiser (

BERKLEY FOR SENATE **Product** Estimate# 30S

MICHAEL D'ETTORRE

Buyer Phone# Fax#

) SHORR, JOHNSON, MAGNUS Agency 1831 CHESTNUT ST. #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E //30S

Flight Dates 09/04/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

) PHILADELPHIA Sales Office (Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots		Daypart
	1	TU-F	435A-459A ne Comment:		:30	\$200.00	09/04-09/07	4	1	4	\$800.00	
	2	M Buyli	435A-459A ne Comment:		:30	\$50.00	09/10-09/10	1	1	1	\$50.00	
	3	TU-F Buyli	5A-6A ne Comment:	: WAKE UP	:30	\$600.00	09/04-09/07	8	1	8	\$4,800.00	
	4	M Buyli	5A-6A ne Comment:	: WAKE UP	:30	\$125.00	09/10-09/10	1	1	1	\$125.00	
	5	M Buyli	6A-7A ne Comment:	· WAKE UP	:30	\$250.00	09/10-09/10	2	1	2	\$500.00	
	6	TU-F Buyli	7A-9A ne Comment:	: TODAY SHOW	:30	\$1,500.00	09/04-09/07	4	1	4	\$6,000.00	
	7	M Buyli	7A-9A ne Comment:	: TODAY SHOW	:30	\$350.00	09/10-09/10	2	1	2	\$700.00	
	8	M Buyli	9A-10A ne Comment:	: TODAY SHOW II	:30	\$125.00	09/10-09/10	1	1	1	\$125.00	
	9	M Buyli	10A-11A ne Comment:	: TODAY SHOW III	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
	10	M Buyli	12P-1230F ne Comment:		:30	\$175.00	09/10-09/10	1	1	1	\$175.00	

Rep Order# EC'd Yes Ver# 1 Mod# 0 Status Confirmed 6848655

Traffic Order# 106121

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Last Received: 08/3
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV. Advertiser ().BERKLEY FOR SENATE Product BERKLEY FOR SENATE Estimate# 30S			Agency () SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 Agency C/P1/P2/E //30S				Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY					
Buyer Phone# Fax#	MICHAEL D'ETTORRE			Flight Dates Hiatus Weeks		09/04/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845	
LT Ln	_	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
11	TU-F	12P-1230 line Comment	P		:30	\$425.00	09/04-09/07	4	1	4	\$1,700.00	
12		1230P-1P line Comment			:30	\$325.00	09/04-09/07	4	1	4	\$1,300.00	
13		1230P-1P line Comment			:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
14		3P-4P line Comment	: DR. PHIL		:30	\$450.00	09/04-09/07	4	1	4	\$1,800.00	
15		3P-4P line Comment	: DR. PHIL		:30	\$225.00	09/10-09/10	1	1	1	\$225.00	
16		430P-5P line Comment	: NEWS		:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
17		F 430P-5P line Comment	: NEWS		:30	\$700.00	09/04-09/07	3	1	3	\$2,100.00	
18		5P-630P line Comment	: NEWS		:30	\$375.00	09/10-09/10	2	1	2	\$750.00	
19		F 5P-530P line Comment	: NEWS		:30	\$1,200.00	09/04-09/07	3	1	3	\$3,600.00	
20		8P-930P line Comment	: NEWS		:30	\$600.00	09/09-09/09	1	1	1	\$600.00	
21		630P-7P line Comment	: JEOPARDY		:30	\$375.00	09/10-09/10	1	1	1	\$375.00	

Rep Order# 6848655 **Ver#** 1 **Mod#** 0 **Status** Confirmed **EC'd** Yes

Traffic Order# 106121

Printed:

08/30/2012 2:49 PM

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Last Received: 08/3
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV. Advertiser ().BERKLEY FOR SENATE Product BERKLEY FOR SENATE Estimate# 30S				Agency () SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 Agency C/P1/P2/E //30S				Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY				
Buyer Phone# Fax#	MICHAEL D'ETTORRE			Flight Dates Hiatus Weeks	09/04/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
LT Ln	-	Time P	rogram		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
22	. M	7P-730P ine Comment: W	HEEL		:30	\$375.00	09/10-09/10	1	1	1	\$375.00	
23		730P-8P ine Comment: F	FACE TO FACE		:30	\$1,000.00	09/07-09/07	1	1	1	\$1,000.00	
24		730P-8P ine Comment: F	PACE TO FACE		:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
25		730P-8P ine Comment: J	EOPARDY/WHEEL		:30	\$225.00	09/08-09/08	2	1	2	\$450.00	
26		730P-8P ine Comment: V	EGAS INC		:30	\$150.00	09/08-09/08	1	1	1	\$150.00	
27		11P-1135P ine Comment: N	UEWS		:30	\$1,100.00	09/04-09/07	4	1	4	\$4,400.00	
28		11P-1135P ine Comment: N	UEWS		:30	\$400.00	09/10-09/10	1	1	1	\$400.00	
29		1135P- 1235A ine Comment: T	CONIGHT SHOW		:30	\$175.00	09/10-09/10	1	1	1	\$175.00	
30		11P-1130P ine Comment: N	IEWS		:30	\$400.00	09/08-09/09	2	1	2	\$800.00	
31		6A-7A ine Comment: N	IEWS		:30	\$150.00	09/08-09/08	1	1	1	\$150.00	
32		7A-9A ine Comment: S	SAT TODAY		:30	\$225.00	09/08-09/08	2	1	2	\$450.00	

Rep Order# **Mod**# 0 Status Confirmed Traffic Order# 106121 **Printed:** 08/30/2012 2:49 PM 6848655 Ver# 4 of 5 EC'd Yes **Last Received:** 08/30/2012 11:37 AM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV.) SHORR, JOHNSON, MAGNUS Rep Firm Station Agency Advertiser) .BERKLEY FOR SENATE 1831 CHESTNUT ST. #602 Sales Office () PHILADELPHIA **Product** BERKLEY FOR SENATE PHILADELPHIA, PA 19103 Salesperson () AMY MCCREARY 30S Agency C/P1/P2/E //30S Estimate# MICHAEL D'ETTORRE Flight Dates 09/04/2012 - 09/10/2012 **Buver** Salesperson Phone# 215-568-6540 Phone# **Hiatus Weeks** Salesperson FAX# 215-568-1845 Fax# LTSpots/Week # of Total Cost Day Time Program Len Rate Dates Total Ln Daypart Weeks Spots ____ ___ ----_____ 33 SA 9A-930A :30 \$200.00 09/08-09/08 1 1 1 \$200.00 Buyline Comment: NEWS 1130P-1A 1 34 SA :30 \$550.00 09/08-09/08 1 1 \$550.00 Buyline Comment: SNL 35 SU 7A-8A :30 \$200.00 09/09-09/09 1 1 1 \$200.00 Buyline Comment: SUN TODAY 36 SU 9A-930A :30 \$175.00 09/09-09/09 1 1 1 \$175.00 Buyline Comment: NEWS

---REPORT TOTALS---

Report Totals: 71 / \$35,900.00

---SALES MONTHLY TOTALS---

71 / \$35,900.00 Sep 12: Sales Totals: 71 / \$35,900.00 Station Totals: 71 / \$35,900.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$89,750 CATV 0 응 KBLR 0 응 KINC 0 % KLAS 25% KSNV 40% 0 % 2% 0 % KTNV 20% KTUD KVCW KVMY KVVU 13%

XXXX 0 응

--- COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12 RA35+ Demos

Rep Order# 6848655 **Ver#** 1 **Mod**# 0 Status Confirmed Traffic Order# 106121 **Printed:** 08/30/2012 2:49 PM 5 of 5 **EC'd** Yes 08/30/2012 11:37 AM Last Received:

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station) SHORR, JOHNSON, MAGNUS Agency) .BERKLEY FOR SENATE 1831 CHESTNUT ST. #602 Advertiser (

BERKLEY FOR SENATE PHILADELPHIA, PA 19103 Agency C/P1/P2/E //30S

Estimate# 30S Buyer MICHAEL D'ETTORRE Flight Dates 09/04/2012 - 09/10/2012

Phone# **Hiatus Weeks**

Fax#

Product

Rep Firm

Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845